

ABSTRACT OF THE DISCLOSURE

A continuous lenticular label construction including a lenticular assemblies joined with a continuous web so that the lenticules of the assemblies are transverse to the longitudinal axis of the web. A method of manufacture includes: advancing a continuous web of label stock and securing the lenticular assemblies to the continuous web with that lenticules of the lenticular assemblies oriented perpendicular to the length of the continuous web. Optionally, the continuous web defines or includes a window through which the lenticular assemblies are viewed.

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